Bacardi Global Brands limited is registered in London, England

Bacardi ltd includes more than 200 brands and labels of rum, vodka, whisky, gin, vermouth and tequila products, among others, most of which are sold on a global basis

"ltd" is short for limited, which in business terms means "limited company". This means that the company is private and it does not float its shares on the stock market

If it wasn’t private owned it would have been called "plc" which means "public limited company".

Bacardi was founded in 1862 in Santiago, Cuba by a man called Don Facundo Bacardi Masso. The first Bacardi drink was rum.

Bacardi Limited has a presence in more than 100 markets worldwide including, the United States, Spain, France, the United Kingdom, Mexico, Germany, Italy and Russia.

Bacardi sells over 20 million cases every year

My TNC (Bacardi) is a very successful product that is banned from advertising but has many other ways of branding the product. The product is banned from certain kinds of advertisement such as tv due to it reflecting badly on kids. This product calls out to young people and for those looking for a ‘good time’. When the aimed crowd thinks about this product they think of getting together with friends and think of parties.

Videos:

<http://www.youtube.com/watch?v=hYfrg_vUHmw>

<http://www.youtube.com/watch?v=5RFxGn6C6ak>

Bibliography:

<http://www.bacardilimited.com/terms_privacy.html>

<http://www.youtube.com/watch?v=hYfrg_vUHmw>

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<http://www.bacardilimited.com/>

<http://www.bacardilimited.com/news092606A.html>